

## Kornit Digital Opens China Office & Shanghai Demo Center

October 20, 2015

**Leading vendor of digital textile printing technology confirms commitment to Chinese markets, demonstrates textile expertise and state-of-the-art systems**

Shanghai, China, October 20, 2015 -- [Kornit Digital](#) (Nasdaq: KRNT), a worldwide market leader in digital textile printing technology, officially launched its office in China, which also functions as Shanghai demo center. Kornit Digital celebrated the opening with an official ceremony on October 19, which was attended by VIP guests from around China.



Shanghai, as the center of China's textile trade, is the busiest market place where designers, manufacturers and buyers meet. Kornit Digital's new office is located in Room 101, Mei Xin Building, 728 Middle Xi Zang Road, Huangpu District, with an area about 300 square meters. The demo center is equipped with the latest Kornit product line, providing customers with advice, demonstrations, sample printing and testing as well as training on Kornit's groundbreaking solutions.

Eyal Manzoor, Managing Director of Kornit Digital Asia Pacific, comments: "The fashion market changes quickly, and the emerging trends such as personalized shopping experience and customized demands have put the customer right in the center of the equation. The appearance of innovative printing technology is not only an inheritance and supplement to traditional techniques, but also an unprecedented transformation, expanding the realm of textile manufacturing industry and impacting people's livelihood. Kornit Digital develops quickly as a company with cutting-edge technology. It provides special printing solutions, leads the industry, and perfectly combines technology with arts, meeting various demands from our customers." Manzoor further noted that Kornit Digital specializes in textile printing, pioneers state-of-the-art direct-to-garment printing solutions, contributes to the industry development driven by innovation and satisfies needs of a variety of customers ranging from entry-level to mass production.



The opening ceremony was attended by representatives of Kornit's senior management team. Gabi Seligsohn, CEO, Sarel Ashkenazy, Executive Vice President of Sales, Eyal Manzoor, Managing Director of Kornit Digital Asia Pacific and Michael Wu, General Manager Kornit China, witnessed the exciting moment together with guests and partners. Mr. Seligsohn discussed trends, opportunities and challenges of today's textile industry. In the demo center, guests experienced Kornit's latest systems and exchanged ideas on latest technologies, products and future trends.

Michael Wu, China General Manager of Kornit Digital said, "China is a great textile power with a complete textile industry chain and huge marketing demands. Also, we observe a strong trend towards online and e-commerce business models in the region. Kornit Digital's products provide textile printers the tools that they need to benefit from the economies of scale while at the same time providing a personalized product to every single customer. Kornit Digital offers technology and system support to textile entrepreneurs with innovative ideas. Our constant pursuit of innovation and technology will definitely contribute to the sustainable development of China's textile printing industry."



**About Kornit Digital**

Kornit Digital (Nasdaq: KRNT) develops, manufactures and markets industrial and commercial printing solutions for the garment, apparel and textile industries. Leading the digital textile printing market with its exclusive eco-friendly NeoPigment™ process, it caters directly to the needs of the entire textile printing value chain, from designers to manufacturers, apparel decorators and fashion brands. With its immense experience in the direct-to-garment market, Kornit Digital is also revolutionizing the roll fabric industry with its single step solution that enables printing with a single ink set onto multiple types of fabric and with no additional finishing process. Founded in 2003, Kornit Digital is a global company with offices in the USA, Asia Pacific and Europe and serves customers in more than 100 countries worldwide. For more information, visit the Chinese website of Kornit Digital at: <http://www.kornit.com/>.

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**Press release**

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